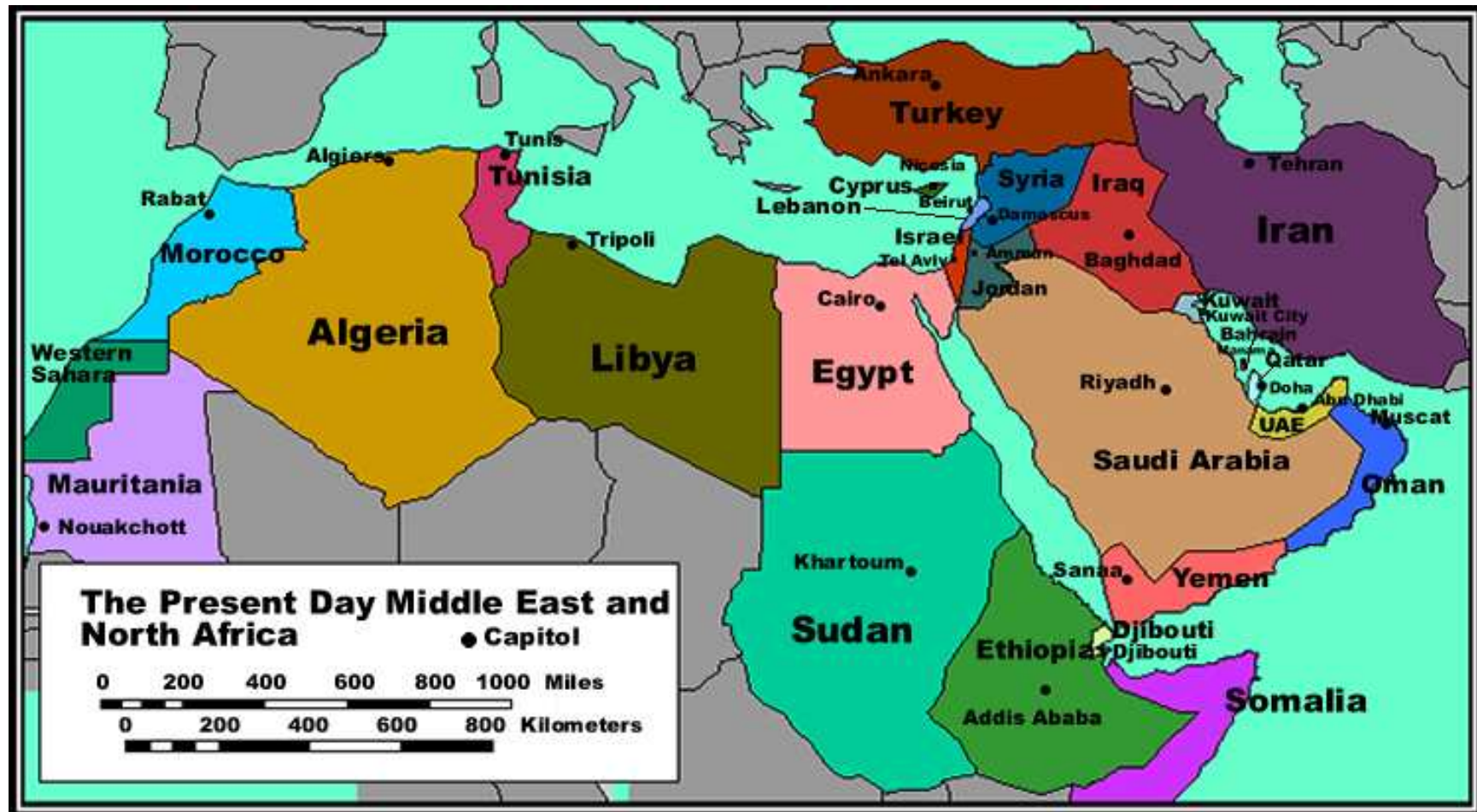


Guidelines to Effective Networking

In the
Middle East & North Africa

Middle East & North Africa



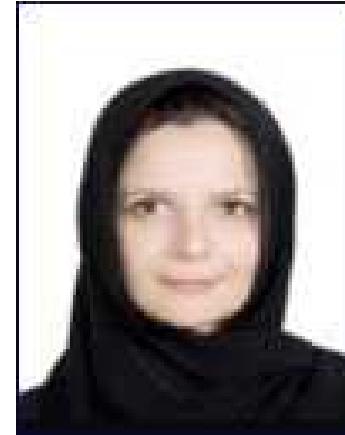
Source: <http://ocw.nd.edu/arabic-and-middle-east-studies/>

Focal points

- Preparation is key
- First impressions count
- Networking opportunities
- Establishing trust

Prepare - Culture

- Internet – news & articles
- Use caution BUT beware of media sensationalism
- Read local newspapers online
 - Arab News (www.arabnews.com)
 - Jordan Times (www.jordantimes.com)
- Religion is a big part of the culture
- Proper attire – especially for women



Prepare - Business

- Chamber of Commerce in the target city
- Zawya (www.zawya.com)
- Enforceability of contracts
- Nationalization issues
- Monetary policy, currency convertibility

Opportunities to Network

- Conferences & Trade Fairs
- Possibly showcase your company's products/services at a conference
- Main events in the region include:
 - Global Competitiveness Forum in Riyadh, Saudi Arabia
 - Jeddah Economic Forum in Jeddah, Saudi Arabia
 - Media & Marketing Show in Dubai, UAE
 - Cityscape Dubai Conference (Real estate)
 - The Education Project in Bahrain
 - MENA Renewable Energy in Dubai
 - www.middleeastevents.com
- American Businessmen of Jeddah (www.abj-sa.com)
- Middle East Council of American Chambers of Commerce (www.abccgc.us)

First Impressions

- Use words in Arabic for greeting
 - Asalam Alaikum – Greeting
 - Shukran – Thank you
 - Ma'asalama – Good bye
 - T'fadal – when you hand out your business card
- Allow pleasantries enough time
- Respect prayer calls
- Shaking hands may be tricky

Establishing Trust

- Share your information first
- Point out common grounds
- Talk about a positive fact you learned
- Show respect
- Accept invitations
- Avoid political discussions

Other Pointers

- Ensure ability to follow up
- Write on business cards reminders
- Taking photos is not always welcome
- No maybe yes and yes maybe no
- Families are private
- Titles are important
- Names can be confusing